

FORMS OF RISK COMMUNICATIONS*

CARE COMMUNICATIONS

Risks that are generally understood
Scientific background is accepted

CONSENSUS COMMUNICATIONS

Informing and encouraging groups to discuss risk and reach decisions on risk management
Involves stakeholder involvement

CRISIS COMMUNICATIONS

Extreme, sudden danger
Accidents
Illnesses
Emergencies

**From Regina Lundgren, "Risk Communication; A Handbook for Communicating Environmental Safety and Health Risk"*

CARE COMMUNICATION

1. Care Communications apply to:

Risks that are generally quantified by scientific research
Risks that are known and accepted by a most people; the dangers are generally recognized
Risks that we know how to manage

Examples

Tobacco
Seat Belts
AIDS
Drinking and driving

2. **Communications Strategy**

Change behavior consistent with the risk
Alert audience; stimulate discussion for those not as aware of the risk
Provide information
Increase awareness
Decide – Whose behavior are you trying to change? Your stakeholder list may be limited here.
Know if you are trying to:
 Get attention
 Gain understanding and comprehension
 Change behavior

CONSENSUS COMMUNICATION

1. Consensus Communications apply to:

Informing and encouraging groups to work together to reach a decision or how to access, manage, or reduce/prevent risk.

Examples

Restoration Advisory Boards

Citizens Advisory Committees

Public hearings/meetings where a risk issue is discussed and stakeholder input is received in a calm manner

Operations of a hazardous waste incinerator, site clean-ups.

2. **Communications Strategy**

Involve all appropriate stakeholders to participate in consensus building

Build third party support

CRISIS COMMUNICATION

1. Crisis Communications apply to:

Extreme, sudden danger (real or perceived)

Examples

Accidents

Illnesses

Emergencies

A dam that may burst

2. **Communications Strategy**

Move the audience to appropriate action

Limit messages to the key needs. Anything else can be extraneous and possibly misleading.